Permit #F00026801

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00026801 **Type of Permit:** FILMING **Release Date:** 04/13/2010

Production Company TOOL OF NORTH AMERICA

Insured Company Name TOOL OF NORTH AMERICA
Contact Phone No. 1 310-453-9244
Contact Phone No. 2
Fax 310-453-4185
Address 2210 BROADWAY
SANTA MONICA, California 90404

Production Title PURINA DOG CHOW

Type of Production Commercial - Standard

Producer Lauren Bayer

Director John Swarzman

1st AD TBD TBD

Production Manager Chad Forsch

FilmL.A. Coordinator Erica Wade

Location Manager Fred Jove
Primary Phone Office - 310-453-9244
Secondary Phone Mobile - 661-433-1138

Location Assistant Fred Jove
Primary Phone Mobile - 661-433-1138
Secondary Phone

Fees

Posting 900	$78.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
FILMLA MONITOR FEES	$480.00
FILMLA MONITOR FEES OVERTIME	$360.00
FILMLA MONITOR FEES - DOUBLE TIME	$480.00

Total Permit Fee $2,263.00

Number of Locations 1

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Summary Information — Location

Permit Number F00026801
Production Company TOOL OF NORTH AMERICA
Insured Company TOOL OF NORTH AMERICA
Production Title PURINA DOG CHOW

Location Manager Fred Jove
Primary Phone Office - 310-453-9244
Secondary Phone Mobile - 661-433-1138

Location Address 421 Alma Real Dr, Pacific Palisades, CA, 90272

Location Names

Location Type Private Residence

Location Description

Film Dates 4/14/2010 - 4/15/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Equipment vehicles may park on one side of street
Must comply with attached conditions
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
Palisades Bluff July 2009.pdf
Pacific Palisades July 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	48
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Spot Check	1

Filming Activities Interior and exterior dialogue; 1 dog on property; Parking equipment trucks overnight in posted areas.;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note FILM LA MONITOR REQUIRED @ 0600HRS

Coordinator Note FILM LA MONITOR REQUIRED @ 0600HRS

Coordinator Note ANIMAL PERMIT 05536

Parking

Base Camp
Location Type : Location
Street : Location and posted area

Crew Parking
Location Type : Private Parking Lot
Street : Temescal Gateway Park

Posting "No Parking" signs
W/S of Alma Real Dr, 515 Alma Real Dr - S. to Alva Dr.
B/S of Ocampo Dr, ALma Real Dr - 432 Ocampo Dr.

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Summary Information — Location

Location 1 of 1

Permit Number	F00026801	**Location Manager**	Fred Jove
Production Company	TOOL OF NORTH AMERICA	Primary Phone	Office - 310-453-9244
Insured Company	TOOL OF NORTH AMERICA	Secondary Phone	Mobile - 661-433-1138
Production Title	PURINA DOG CHOW		

Approximate Footage 601 - 900 **Log Number** 10-13352

Date(s) 4/14/2010 to 4/15/2010 **Time(s)** 07:00 to 22:00

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SPECIAL FILMING CONDITIONS ADDENDUM
PACIFIC PALISADES BLUFF AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The Palisades Bluff area is bounded by Bowdoin Street on the north, Temescal Canyon on the west, Palisades Park on the east and Via De Las Olas on the south. Streets in the area are very narrow, and filming activities can pose significant problems for nearby residents and traffic through the area. The following Special Filming Conditions conditions have been established to mitigate the concerns of local residents and to ensure traffic can move through the area safely.

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*
- **No equipment vehicles may be parked on Friends Street and Beirut Street.**
- **A maximum of three (3) trucks may be parked in the area.** *They must be parked on one side only of the filming location block or in areas approved by FilmL.A.*
- **Parking on Via de las Olas is prohibited. Production companies may use stake beds to load and unload equipment in front of filming location only.**
- **Catering on the bluff area of Via de las Olas is strictly prohibited.**
- **When filming at 326 Swarthmore Avenue, parking is permitted on the west side of Swarthmore Avenue only. Street is narrow and the east side of the street is already posted 'No Parking anytime'.**
- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

NOTE: These Conditions are in addition to the Palisades Special Filming Conditions.

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SPECIAL FILMING CONDITIONS
PACIFIC PALISADES, PALISADES HIGHLANDS AND CASTELLAMMARE AREAS

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The following Special Filming Conditions have been established to mitigate the concerns of local residents. These Conditions are a result of meetings with the Pacific Palisades Town Council, City Council Office representatives and area residents.

- **FilmL.A. will evaluate all requests for permits in this area using the following criteria:** Frequency of filming per block near the requested location and parking areas – Duration and frequency of recent filming – Proximity of concurrent filming activities – Historical use – Recent problems or complaints – Number of filming days requested – Company size – Proposed activities (effects, excessive noise, cranes, etc.) – any other criteria that may be relevant to the specific situation. ***NO PERMITS FOR THIS AREA SHOULD BE ASSUMED TO BE AVAILABLE WITHOUT THE ABOVE REVIEW.***

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Craft services, catering trucks, food preparation tables and dining tables are prohibited on sidewalks or parkways and must be out of public view.**

- **Trash and refuse must be removed from the area immediately after filming activities are completed.**

- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.** unless affected residents (generally those within 300' of the filming activities or equipment parking) are surveyed to identify neighborhood concerns and approval is obtained from FilmL.A.. The approved times must be indicated on the permit.

- **No weekend or holiday filming unless approved by FilmL.A.**

- **Parking of production equipment is limited to one side of the street.** Film company vehicles shall not interfere with gardener's activities, trash pick up, safe use of streets or access to resident driveways, unless approved by the affected residents. ***In some instances, it may be necessary for companies to post both sides of the street to maintain proper access for emergency vehicles and area residents.***

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Lighting is to be confined to the specific site and shall not adversely impact neighbors and/or traffic.**

- **Cast and crew may not park on area streets.** Off-street parking must be provided.

- **Prep and strike days must be included on the permit and may not take place on weekends unless approved by FilmL.A.**

NOTE: ADDITIONAL CONDITIONS ARE APPLICABLE FOR THE HUNTINGTON PALISADES, RIVIERA ESTATES, PALISADES BLUFF AREA AND THE INTERSECTION OF ALMA REAL AND OCAMPO DRIVES.

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